



ON TAKANASSEELAKE at LONG BRANCH

ON THE SHREWSBURY at LONG BRANCH LONG BRANCH

New Jersey

Affords the Variety That's the Spice of Vacation Life

LONG BRANCH IS MORE THAN A SEASHORE RESORT. It combines the pleasures of beach and surf with the delights of picturesque river, dainty lakes and sylvan beauties. Situated on a coast plateau, the highest point of land along the cutire Atlantic Seaboard, extending along the ocean for six miles and inland two miles, it offers a choice of a multiplicity of types of environment in its various sections-Elberon, West End, Hollywood, Norwood, North Long Branch, Branchport and Pleasure Ray. It is both country and city, for here are found not only the attractions of country-trees, lawns, hedges and freedom from crowding-but also all urban conveniences of trolleys, hospital, library, sewers, free garbage collection, paved, lighted, swept and sprinkled streets, pure water, efficient fire and police protection, banks and department stores

In the matter of sports there are yachting, boating, bathing, fishing, crabbing, tennis polo and golf. In amusements there is everything from the merry-go-round to the theatres and mid-August carnival festivities. Then there are the city's fine drives—120 miles of them here and an equal mileage radiating through the contiguous country—all in a territory embellished with the highest skill of landscape gardening. And there are, too, the quaint old roadhouses on the Shrewsbury, famed for the succulent clambakes and hore dinners. There is quiet for the invalid and gay social life for those who like the dances and balls at the hotels and in he fashionable horse show, dog show and society circus

Five Presidents have made this delightful resort their summer home. But its attractions have been immeasurably enhanced since then. Over \$1,000,000 has been expended in improvements along the occan front in the past few years. The famous bluff drive has been widened and a boardwalk, pavilions and casino erected. Now a \$1,500,000 steel and concrete ocean pier is going up is already built 350 feet to sea-and a great amusement park on the ocean front, opposite the pier.

It is the nearest point on the Jersey Shore to New York and the great metropolitan area by express trains—only an hour distant by the Pennsylvania and Jersey Central. There are eight stations in the city limits and some 100 New York trains a day in summer, not to mention the Sandy Hook Bay Steamers. Commuting is easy and pleasant, and the rates as low as 35 cents a round trip.

Long Branch is the metropolis and transportation centre of the North Jersey Coast. All points on the coast can best be visited from this centre of railroad, trolley and steamer facilities. But in itself it has charms for persons of all tastes. It's a clean home resort that's cosmopolitan. A cottage, leased furnished, for the summer, would be a good investment. For literature or any information write

> B. B. BOBBITT, Publicity Director, 190 Broadway, LONG BRANCH, N. J.





COTTAGE GRANTS SUMMERCAPITOL at Long Branch



A LONG BRANCH TREE SHADED STREET



PRICE'S

PLEASURE BAY CLAMBAKES, SHORE DINNERS SAIL AND POWER BOATS TO HIRE.

PRICE'S PLEASURE BAY HOTEL. LONG BRANCH.



Large House Overlooking Bay within 100 feet; 40 rooms; highly restricted neighborhood; excel-

OPEN JUNE 1ST TO OCT. 1ST. ATTRACTIVE RATES E. J. LOCKWOOD, Prop.

HOTEL MARTIN





MARTIN GERBRACH, Prop., Highlands, N. J.

West End Cottages ani Hotel West End, New Jersey

NOW OPEN. Phone, 1020 West End.



Wardell's Port-au-Peck Hotel OPP. PLEASURE BAY, N. J.

Private Dinners and New England Clam Bakes a Specialty SAILING AND CRABBING

J. H. WARDELL, Prop. ADDRESS: LONG BRANCH, N. J.

### CITIZENS NATIONAL BANK

OF LONG BRANCH, N. J.

Capital, Surplus and Undivided Profits \$250,000.00 OVER

Offers unusual facilities and assures its customers prompt and efficient service, courteous and liberal treatment.

DEPOSITARY OF STATE OF NEW JERSEY, COUNTY OF MONMOUTH, CITY OF LONG BRANCH

A STRONG, CONSERVATIVE BANK



station; beautifully situated in

select neighborhood; newly fur-

nished and renovated; moderate

The Monmouth

Highlands, N. J.

REFINED AND SELECT.

Rates, \$10 to \$12 Per Week. With Transient, \$2 to \$3 Per Day, i Board

OPEN ALL THE YEAR.

Peninsula House

Sea Bright, N. J.

Delightfully cool; attracts select patronage; suites with bath; 75 minutes Sandy Hook

Opens June 27

M. M. Dederer

route.

I. W. CAPE, Prop.

rates. Table unsurpassed.

You Are Interested

there it is attractive, modern and pearby, and where the cuisine and service are first class and charges

#### The Monmouth Park Hotel ONE HOUR'S RIDE FROM NEW YORK

At Little Silver Station, N. J.

airy, lighted by electricity and gas newly furnished. Boating, bathing, swimming pool, tennis, croquet, horsebacking, beautiful electrical fountains. alt water rain pagoda. New garage and auto track; fines

is now in condition to offer you these

artesian well water; 12,000 square feet of well shaded plazzas. For booklet and rates address

. A. W. DIETER, Manager, Little Silver Station, N. J.

# Hotel Scarboro

NOW OPEN Directly on the Ocean



FINEST SERVICE—UNEXCELLED CUISINE—MAGNIFICENT VIEW OF OCEAN AND BOARD WALK FROM EVERY ROOM. THOROUGHLY MODERN, LARGE ALTERATIONS AND IMPROVEMENTS MADE THIS YEAR.

TENNIS—YACHTING—BATHING—FISHING—ALL THE OUTDOOR AMUSEMENTS.

LOUIS V. KAHN, Hotel Scarboro, Long Branch, N. J.

### IN PLACE OF DREAMLAND COME TO

OCEAN PARK, LONG BRANCH THE BIG NEW AMUSEMENT RESORT RIGHT ON THE OCEAN FRONT

All Popular Attractions -Now Open-In Full Swing on July 1st.

See Giant Monolith Ocean Pier

-First in America-To Cost \$1,500,000. Going Up

Reached by Bay and River trip via Patten Line and 5 minutes trolley ride for 75 cents round trip-elegant sail-ideal one day vacation trip. Also by Sandy Hook steamer route and C. R. R. and P. R. R. all rail, round trip \$1.50. Surf bathing at its best here.

SAMUEL R. ROSOFF, Manager.

LONG BRANCH, N. I.

THE MOST POPULAR HIGH CLASS HOTEL IN THIS FAMOUS RESORT. AMERICAN AND EUROPEAN PLANS. VERY ATTRACTIVE RATES FOR JUNE. Excellent Accommodations for Automobile Parties. Special Rates for Families for the Season. GERNANDO PANNACI, Owner and Proprietor.

AND COTTAGES.

Under new management.

DEAL BEACH, N. J. 50 miles from New York City.

Remodelled and refurnished complete. Fine roads. Rendezvous for automobilists. An ideal 50 mile run. Sea food dinners. Superior service. M. F. SMITH, Prop.

NORTH END HOTEL OCEAN GROVE, N. J.

ARTHUR B. HAMMOND, Manager.



#### HOLLYWOOD

HOTEL AND COTTAGES

Acknowledged to be, by "those who know," the most comfortable Summer Hostelry on the Atlantic Coast, Open's June 15th, Accommodates 456, American Plan, All outdoor amusements. Special rate to bachelors. Eight House-keeping Cottages, handsomely furnis hed, on hotel grounds. Hollywood Horse Show Ball July 20th, HOLLYWOOD WEST END STATION. WALTER T. PLANT, Mgr.

LONG BRANCH,

# R.R.HUGHES

Landscape Gardener

General Contractor

STONE GRAVEL **FERTILIZERS** 

MANURE TOP SOIL AND SOD

**FURNISHED PROMPTLY** 

WEST LONG BRANCH, N. J

TELEPHONE, 56 WEST END.

## The "Brentwood"

Atlantic Highlands, N. J. All of the delights of the sea-

shore and outdoor amusements; one hour's delightful sail from New York City. Modern in every re-

Rates reasonable. P. S. DUNNE, Prop.

### Hotel Rothenberg

Ocean Avenue and West End Court, West End, N. J.

Rooms single and en suite with private baths. First class restaurant attached.

EUROPEAN PLAN

D. Elting, - Prop.

"BEACH HOUSE," Sea Girt, New Jersey
Military State Encampment directly on Beach.
Refined patronage; superb table; white help; modern improvements. Ladies' Orchestra. Electric lights; telephones. Opens June 15. WILLIAM NEIL, late with GEO. C. BOLDT, Manager.

## THE OCTAGON SEA BRIGHT, N. J.

Hotel Closest to the Ocean of

Any on the Coast.

Over 500 Feet of Beach Front

CASINO OVER THE WATER.

> **EXCLUSIVE PATRONAGE**